

REMARKS

Claims 1-19 are all the claims pending in the present application, new claim 19 having been added as indicated herein. In summary, the Examiner has added a new secondary reference to the previously applied primary reference to support the claim rejections. Specifically, claims 1-18 are now rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Beach et al (International Publication No. WO 01/47238) in view of Schein et al (U.S. Patent No. 6,002,394).

Applicants traverse these rejections at least based on the following reasons.

Primary reference Beach was described in our letter dated December 14, 2007.

Secondary reference Schein is directed to systems and methods for providing television schedule information to a viewer, and for allowing the viewer to link, search, select and interact with information in a remote database, e.g., a database on the internet. The television schedule information can be displayed on a variety of viewer interfaces, such as televisions screens, computer monitors, PCTV screens and the like. The television schedule information may be stored on the viewer's computer, television, PCTV, or a remote server (e.g., a website), or the television schedule information may be downloaded from a remote database to the viewer's computer, television or PCTV. *See Abstract of Schein.*

With respect to independent claim 1, Applicants submit that neither of the applied references, either alone or in combination, discloses or suggests at least, "retrieving ...search engine tables from the broadcast signals," as recited in claim 1. Previously, the Examiner alleged that Beach satisfied the above quoted feature, however the Examiner now acknowledges that Beach does not disclose the above-quoted feature. The Examiner, however, now alleges that

the new secondary reference Schein satisfies the above discussed feature. The Examiner cites col. 7, lines 18-20 of Schein as allegedly disclosing the retrieval of search engine tables from broadcast signals. To support the Examiner's rejection, the Examiner alleges that the cited portions of Schein discloses receiving information that will be used by the user to search program information. In response, Applicants submit that even if, *arguendo*, the Examiner's assessment of Schein is accurate, information used to search program information does not necessarily disclose or suggest search engine tables. Information for searching by a user could be "help" information or other instructional information that assist in the searching for program information, however such information does not necessarily relate to the retrieval of search engine tables from broadcast signals.

At least based on the foregoing, Applicants submit that claim 1 is patentably distinguishable over the applied references, either alone or in combination.

Applicants submit that dependent claims 2-18 are patentable at least by virtue of their indirect or direct dependencies from independent claim 1.

Further, in regards to claim 2, the Examiner yet again substantially maintains her previous arguments. That is, the Examiner maintains that Beach discloses that each of the search engine tables is a list of a plurality of search engines which each of the broadcasting companies selects among existing search engines, because Beach allegedly discloses having various search options available. In response, Applicants maintain the previously submitted argument that simply disclosing different ways to search received program information does not disclose or suggest that each of the search engine tables is a list of a plurality of search engines. There is no mention of such a list in Beach.

Further, in regards to claim 3, the Examiner repeats the exact same arguments as previously submitted; accordingly, Applicants maintain that there is no teaching or suggestion of search engines being input into a search engine table from a user and registered to a search engine list.

Further, with respect to claim 13, Applicants maintain the previously submitted arguments and respectfully point out that the Examiner does not respond to the previously submitted arguments with respect to claim 13

Further, with respect to dependent claim 17, Applicants submit that the applied references either alone or in combination, do not disclose or suggest at least, "wherein the medium enables non-displayed search engines to be selected by the user," as recited in claim 17. The Examiner alleges that col. 23, lines 55-60 of Schein allegedly satisfies the above quoted feature. According to Applicants' review of the cited portion of Schein, Schein only discloses that the user can select displayed menus. Differently, claim 17 discusses a medium enabling non-displayed search engine to be selected by a user. Clearly, the applied references, including Schein, do not disclose or suggest the above quoted feature of claim 17.

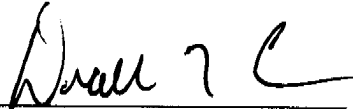
New Claim

Applicants add new claim 19 to provide a varying scope of coverage. Applicants submit that new claim 19 is patentable at least by virtue of its dependency from claim 1.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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